ABSTRACT OF THE INVENTION

Obtaining metadata for media content. Software according to the invention requests the metadata via a metadata query data structure (MDQ) such as a uniform resource locator and receives metadata in response via a metadata return data structure (MDR). The invention includes namespace identifiers such as WMContentID, WMCollectionID, and WMCollectionGroupID for instance-specific associations between media content and metadata. The invention also includes namespace identifiers such as WMPrimaryClassID and WMSecondaryClassID to classify the media content.